

October | November | December 2010
1st Quarter 2011
Executive Director Report

ADMINISTRATION

- Equipment Room Personnel:
 - Sol Waters, Equipment Specialist left channelAustin at the end of October to move to Thailand.
 - Josh Bustamante has gone from part to fulltime in the equipment room.
 - Kim Chase, who has filled in in the equipment room and in reception, is now hired as a part-time equipment room specialist.
 - Doug Gray, who was part-time has now moved into a fulltime position as an Equipment Specialist.
 - Jim Wynn, with help from Susan Harper, now prepares the schedule for and supervises the equipment room staff.
- channelAustin has 3 interns for the fall semester. Sonny comes from ACC and is working on the documentary with Linda, Brian is a student at St. Edward's and is working with Orlando on the High School football shoots, and Kameron is a recent High School graduate and is working with Orlando on promotions.
- The 4th Quarterly report was turned in on October 21, 2010.
- Peter Allman worked with Alys Giser, Linda and Susan Harper to conduct the Independent Audit.
- Linda conducted 5 staff annual evaluations and completed the executive director's evaluation that was submitted to the board co-chairs.
- The staff completed a confidential survey, made available by Co-chair, David Karabinas on the Internet, that evaluates the Executive Director's performance.
- The reorganization in the equipment room is now complete. The equipment specialists are now Doug Gray, fulltime, Josh Bushtamante, fulltime and Kim Chase, part-time.
- channelAustin has 3 interns for the spring semester. Brian comes from ACC, Adam is a student at the University of Texas, Advertising, and Herman is not a student, but has serious IT experience and is working with Brian Blake (IT Director) to establish our video on demand.
- The Annual report was turned in December 21, 2010.
- Peter Allman presented the Independent Audit to the Board of Directors at the November 29, 2010, meeting. Pete also reviewed the 990 with the Board, as



mandated by law. The Board unanimously voted to accept the audit and 990 as presented.

- The Executive Director's evaluation was completed when Linda met with Co-chairs David Karabinas and Scott Roberts to review the self-evaluation and the staff's evaluation. The co-chairs will present the findings to the full board in January.

COMMUNITY

- Linda continues production on the documentary with her intern and 4 to 5 volunteers each week. Production also continues at Rip Tear Shred with Cathy Beaudoin and Nathan Horne who are working on the rough edit.
- Karla Saldaña and board member Scott Roberts attended the Western Region conference (for the Alliance for Community Media [ACM]) in Reno, Nevada. Please see Karla's reports at the end of this report.

Scott was very popular and well received.

Karla also attended the CORL (Chairs of Regional Leadership) meeting on behalf of Linda, though Linda did attend by audio iChat. CORL presented the strategic plan developed last year in Reno to the new executive director of the ACM. The plan was received enthusiastically and will be presented to the entire ACM board at their November meeting.

- Karla also attended the national board meeting for the Alliance in Tuscon, Arizona. She was serving as the Secretary for the ACM, but has now been elected "Chair of Chairs," which means she represents the leadership of all 8 regions for the ACM. We are all very proud of Karla's accomplishments.
- Staff worked very hard to plan, prepare for, and pull off the new Art Exhibit, live television production and art opening, November 12th. Ross operated the camera for the 30-minute live show, Susan floor managed, and Karla was our new on air talent and host, since Scott Smith left us this summer.

All the artists were in attendance except for 2 and they were excited to be interviewed for the live show. Board member, Chad Williams, his wife and mom attended as did a few of the artists' family and friends, but attendance was way down compared to the past art openings. We are determined to plan ahead and get our community more involved.

- Staff and interns also worked very hard to plan, prepare for and pull off our first annual participation in the East Austin Studio Tour (E.A.S.T.). We were very proud to be considered an "exhibit" space.



Our board is responsible for our non-profit production day that coordinated with E.A.S.T. This was the most successful aspect of the weekend.

Staff contacted area non-profits and offered free public service announcement production. This was really a hit. 22 non-profits visited channelAustin Saturday and Sunday, November 13th and 14th. Representatives from these non-profits first attended a preproduction planning seminar with Linda the Tuesday or Thursday before the weekend and were well prepared for the 30-minute production time.

The 22 organizations were very varied and seemed very happy with their PSA's. They were also very pleased to work with channelAustin and most will return for additional production, whether it is Austin Commons or work for hire.

- **iYouth Media Institute Activities:**

iYouth Outreach October | November 2010

The iYouth Media Institute has started a couple exciting new programs this fall, as well as continued with established tours, workshops and partnerships.

We are extremely proud to announce the beginning of a partnership with Austin Can Academy, an independent high school drop-out recovery charter school just down the road from us on Rosewood Ave. Twelve students from Austin Can's Journalism class will attend the Digital Journalism training at channelAustin now through March 2011.

The students will be trained in Basic HD, Final Cut Pro, TV101, and Mini Studio. Students will begin producing news and documentary segments in January and work up to a full show run out of the Mini Studio at the end of the semester. Currently half of the funding for this program comes from our Glimmer of Hope funding and half is provided by Austin Can. This program begins what we hope will be a continuing and long-term partnership with this school.

iYouth Media is continuing to raise awareness and go out to area high schools to recruit youth for our MediaMakers Club. Though enrollment hovers around 6-8 students the students who are using the program benefit immensely from one on one mentorship and peer networking. This program will be an asset to students like the Austin Can students who graduate from other iYouth programs and seek continued support.

Our volunteer efforts and Kealing Middle School's Citizen School After School Program are wrapping up. There will be a public screening of their anti-bullying community service film on December 8th at 6:30pm at the Carver Museum Theater. This program has been a voluntary outreach program, but has served to raise awareness with our



neighbors and potential stake holders about channelAustin and the iYouth Media Institute.

Our November day-long Girl Scout Clay-mation Workshop was very successful and we have another one coming up in January. Linda and Lee met again with representatives from the Boys and Girls Club. Tours for local Boys and Girls Clubs are upcoming and a potential partnership for a continued Media Literacy Training is in the works.

In October final purchases were made for the first phase of outfitting the iYouth Media Studio on Wheels and establishing equipment exclusively for use by iYouth Media Programs. Three Sony NX Cam Solid State Recorder Cameras, three Sachtler tripods, one AJA portable solid-state hard drive, and accessories were purchased using funds from the Lola Wright Foundation, Glimmer of Hope Austin, and the Mitchell Foundation. The cameras and accessories have already been put to use by MediaMakers and will be a great access to the iYouth Media Institute as we develop more independent training programs.

Date	iYouth Outreach Activities	# Youth Served
	MediaMakers	
10/1-present	Consistently Attending Students	8
10/22	Presentation to Anderson High Media Classes	50
	Kealing Citizen Schools	
10/1-present	Number of Students in Citizen Schools Class	18
	Kealing Middle School Media Club Partnership	
11/17	Students of Ms. Bolin Shot a Club Promo	10
	Girl Scout Partnerships	
11/13	Claymation Station Workshop	8 girls 3 adults
	Austin Can Digital Journalism Class	
11/16-present	iYouth Training for Austin Can Academy Journalism Class in Digital Storytelling and Video Production	10
	East Austin Studio Tour / Digital Fusion Fest	



11/13-11/14	Animation Station for Adults and Kids	15
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- Linda continues production on the documentary with research taking place at the Austin History Center and archiving and editing taking place at the home office.
- Because of the holidays, there were not many outreach opportunities throughout December. However, the iYouth Media Institute did host 12 kids from the Boys and Girls Clubs of Central Texas. The 2-hour tour included Blue screen and clay stop motion animation. The youth produced promos for the Boys and Girls' Clubs as well as one for channelAustin.
- Linda was honored to be included in the National Association of Media Arts Centers' (NAMAC) 1-day work session in early December. 30 professionals representing the film, television, and media arts in the respective cities. Austin, San Antonio, Bastrop, Houston and Dallas were all represented. Our collective work was to help NAMAC determine the shifting trans-media needs over the next 5 years. It was a very eye opening experience and great opportunity to network.
- There was one incident that proved public service announcements work. One of the PSA's we produced for the Jewish Family Service was for a health care symposium that took place at the Dell Jewish Community Center in mid December. The PSA was simple – but announced the event. The symposium was organized to help explain the new Health Care plan to senior citizens.

Linda attended and was thanked by the organizer. The attendance was so much greater than she had anticipated and gave credit to channelAustin for the increased attendance. This makes it all worth it.

iYouth Media Institute Report

November 2010 – January 2011

The iYouth Media Institute has undergone a couple changes this winter. Lee Webster has moved to part-time and 20 hours a week. She will be working on partnership building, grant writing, and running the 2011 iYouth Fusion Fest. Mark Capraro will continue as the part-time instructor for MediaMakers, the Austin Can partnership and other projects. Sarah Bach, former intern is brought on as an additional instructor for workshops.

The Digital Journalism class with Austin Can Academy has been very successful. Students learned HD camera and Final Cut Pro and are ready to get started on their news segments. We will wrap up classes a Mini Studio class in February.



Mark Capraro is making presentations at high schools to recruit youth for our MediaMakers Club. We have joined forces with Aaron Jacques to bring a broader offering of media education with music production and recording classes. Mark and Aaron are scheduled to talk to classes at McCallum and Travis High Schools in mid January.

Our Kealing Middle School Movie Makers after-school club through Citizen Schools wrapped up with a huge screening at the Carver Museum auditorium. The kids were very proud of their work on their anti-bullying PSA and parents were thrilled to see their work.

TECHNOLOGY:

Jim Wynn, Engineer:

Here are my significant technical activities for October and November 2010:

- 10/1/10
 - Attended Directors meeting
 - Prepared for weekend satellite feed. Changed channels on satellite receiver and posted instructions for return to original channel at conclusion.
 - Discovered that none of the three channels was showing up on Time-Warner Cable. None of the PEG channels could be seen, among others. Reported outage to them and approximately one hour after reporting, they re-appeared via the set-top boxes.
 - Repaired Sony ECM-77 microphone. Complaint was low audio output. Swapped electret element from another microphone that had been removed from service pending other repair.
 - "Repaired" HVR-Z5U camera #197831. Found camera in 24P mode and other unusual menu settings. Returned it to 59.94i and made test recordings and playbacks. Appears to operate normally.
 - Troubleshoot non-functioning Billboard. Expiration date of images had passed. System was reloaded with fresh images. Discovered that the PC monitor in Master Control had failed. Substituted temporary unit.
- 10/4/10
 - Repaired a white folding table. One of the leg stop assemblies had come apart because the rivet had been forced open. Replaced the rivet with a bolt, washers and nut.
 - A user reported a problem with a Gitzo/Libec tripod. The head's camera

plate was equipped with a 1/4"x20 screw and apparently the user attempted to mount a camera with a 3/8"x16 receptacle.

- 10/5/10
 - Troubleshoot Panasonic DMR-ES15 DVD recorder. Machine does not recognize that a disk had been inserted. Will have to be returned to manufacturer for service.
- 10/6/10
 - Began applying content labels to equipment kits.
 - Substituted in Equipment room until evening person arrived because morning person went home with illness.
 - Assisted user with FCP and prepared computers in edit/classroom for class by making Safari available to users.
- 10/7/10
 - Assisted user with FCP
 - Completed applying first batch of kit content labels.
- 10/8/10
 - Removed unused Ensemble remote control panel from Main control room. Put replacement label on QC2 display. Dusted consoles in control rooms.
- 10/10/10
 - Repaired hard tripod case whose closing strap had been twisted so it would not latch properly.
- 10/11/10
 - Resolved various weekend trouble reports. In all cases, user errors, no equipment malfunctions.
 - Inventoried and labelled equipment received for iYouth Media project.
 - Investigated and reported building air conditioning malfunction.
 - Researched transcoding and transfer of AVCHD files into FCP 6.
- 10/13/10
 - Resolved complaint with Sony HVR-M25U #7003. The menu setting controlling the playback mode was set incorrectly, keeping the played tape from being seen or heard.
 - Attended pre-production meeting to plan MacTips.tv shooting and production.
- 10/14/10

- Assisted users with Dub Rack issues. Repaired Mini studio camera pedestal. User had set safety lock on column and was unable to release it. Repaired Sony ECM-77B microphone #5005. Re-terminated cable at power supply and replaced electrical tape over cuts on cable jacket with heat shrink tubing. Put additional contents labels on equipment kits.
- 10/15/10
 - Repaired Sony VCT-870RM tripod #1140. Backordered replacement tilt lock thumbscrew arrived and I installed it.
 - Repaired Sony HVR-Z1U camera #1121. Ran cleaning tape. Operates normally now.
 - Followed up on Lowel lighting equipment parts order.
 - Unclogged pressure washer nozzle.
- 10/18/10 Resolved weekend trouble reports. There were no equipment malfunctions.
- 10/19/10
 - Repaired barn doors from a Lowel Omni-Light in kit #1168. They had become bent but they could be straightened.
 - Replaced locking ring on folding table leg.
 - Discovered that apparently defective HVRZ1 camera was working. This camera had been out of service with a lens servo malfunction but it appears to be operating normally.
 - Attempted to repair external hard disk #10002. Disk Warrior reported "media errors" which indicates problems with the disk mechanism.
- 10/20/10
 - Repaired Lowel Rifa light #1164. Replaced reflector and diffuser.
 - Made initial contacts with five assigned non-profits for possible PSA production.
- 10/21/10
 - Assisted interns working on Linda's film with correct settings of VTR, DVD recorder and Final Cut Pro.
 - Repaired Lowel umbrella by exchanging a damaged fabric reflector from one unit with a good reflector from another that had a damaged frame, making one usable unit from two damaged ones.
 - Repaired Thermodyne camcorder case latch.
- 10/22/10 Repaired damaged microphone cable.

- 10/25/10
 - Researched pricing on replacement Sony NP-F970 battery.
 - No open weekend trouble reports. Checked control rooms.
 - Made new tentative Equipment staff schedule to begin in November.
- 10/26/10 Repaired Sony PVM-5041Q field monitor #2455. Found rear panel Ext Sync and RGB switches thrown, causing no picture to be displayed.
- 10/27/10
 - Repaired Lowel Omni-Light from kit #1166. Lamp had failed, probably from being touched. Cleaned reflector, verified that socket was OK. Returned to service.
 - Revised tentative Equipment staff schedule to meet objections.
- 10/28/10
 - Repaired Lowel Omni-Light from kit #1151. Replaced missing barn door leaf from scrapped unit. Replaced hardware and tightened rivets.
 - Repaired Mole-Richardson Type 4031 SN 4673 from kit #1419. Adjusting pin had worked out, making adjustment impossible. Checked others in kit.
 - Replaced diffuser in Lowel Rifa kit #1163.
 - Requested replacement Lowel Part #S2-30, Softlight 2 Shell for Lowel Softlight #1157. Cost \$111.16 plus shipping.
 - Repaired Lowel power cord by putting discarded parts together.
- 10/29/10
 - Received phone call back from BCRC. Emailed details. Called Capital Area Food Bank and Habitat for Humanity. Left voicemail messages with both.
 - Replaced video monitor #2147 from edit system #5. Defective picture tube. Put unit to be recycled. Replaced with #197507. Updated Facil entries.
- 11/1/10
 - Worked on the studio production of first 5 MacTips.tv spots.
 - Replied to email inquiry from Alzheimer's Association regarding PSA production.
 - Researched price and availability of replacement windscreen for Sony ECM-XM1 microphone.
- 11/2/10 Researched price and availability of replacement Gitzo boom pole.
- 11/3/10

- Ordered Lowel Softlight-2 shell.
- Planned installation of paper backing hanger hardware and television shelf in Micro studio.
- 11/4/10
 - Purchased materials and installed paper backing in Micro studio.
 - Answered producer's questions regarding specific Sony model numbers of cameras so she could gather information on them prior to receiving training.
- 11/5/10 Researched price and availability of rack mounted Ethernet connectors for existing control room connector panels.
- 11/6/10 Assisted producer over telephone regarding use of laptop computer in Mini control room, connecting to scan converter and connecting audio.
- 11/7/10 Reset master clock and building multiviewer clocks for time change.
- 11/8/10
 - Troubleshoot and made parts identification inquiry to Sony regarding iLink jack for HVR-M25U tape deck #7003. Entire circuit board is expensive.
 - Repaired HDR-HC5 camcorder #1148. Bottom was warped from tripod plate. Straightened backing framework so unit sits flat.
- 11/9/10 Repaired Clear-Com RS601 beltpack #214082. Replaced missing belt clip screw and applied thread locker to prevent its reoccurrence.
- 11/10/10
 - Changed display configuration on cable boxes to display selected channel at all times. This helps when TWC remotely reboots cable boxes and they all revert to channel 1. It eases restoring them to the proper channels.
 - Began cleaning and maintaining Main Studio lighting instruments. Cleaned dust off Fresnel lenses, put graphite on sliding surfaces and replaced high temperature sleeving on the power wires of two units. Made certain electrical connections were secure.
- 11/11/10
 - Completed cleaning and maintaining Main Studio lights. Prepared video cable with attached intercom cable for upcoming live broadcast.
 - Requested purchase of DYS lamps to replenish stock.
- 11/12/10
 - Prepared camera for live art exhibit broadcast.
 - Received and installed replacement Lowel Softlight fabric reflector and rack-



mount Ethernet jacks for control rooms.

- o Prepared camera with wireless microphones and light, then switched live art exhibit broadcast. Put equipment away at conclusion.
- 11/13/10
 - o Helped set up DFFII/E.A.S.T. activities. Gave tours to visitors. Troubleshoot problem regarding intercoms in Mini studio.
 - o Repaired instrument from Mole-Richardson kit #1417 Replaced socket, cleaned and lubricated, replaced strain reliefs in switch.
- 11/14/10 Helped set up second day of DFFII/E.A.S.T. activities. Gave tours to visitors.
- 11/15/10
 - o Troubleshoot difficulty experienced with intercom. Unable to duplicate. Troubleshoot problem with switched electrical outlet in lounge area. Should be repaired by City electrician.
 - o BCRC was having difficulty viewing PSA file produced on 11/14. File was broadcast quality HD. Made much smaller file of spot and emailed to her, which she was able to view on her PC laptop.
- 11/16/10 Began maintenance and updating iMac computers in editing area.
- 11/17/10 Completed work on editing computers, updated computers in control rooms. Updated firmware on iYouth kiPro video recorder.
- 11/18/10
 - o Learn operation of kiPro video recorder.
 - o Repair microphone cable.
 - o Clean head drum clog on DV-300 #2617.
- 11/19/10
 - o Repaired Lowel Tota-Brella by removing a good reflector from a frame with broken ribs and placing in on a retired frame which had a bad reflector.
 - o Producer complained of audio problems with two different Z-1 camcorders. He was feeding a line-level mixer into a microphone level input. I wrote a procedure for setting the menu choices properly for that scenario and distributed it to the Equipment and Training staff.
- 11/21/10 Updated software on Equipment Room computers.
- 11/22/10
 - o Did maintenance/refurbishment on three lanairo Fresnel lights-cleaned,



lubricated, repaired barn doors, tilt lock. Replaced wire jackets.

- o Set up Main studio, attended, put away facilities for Capitol Macintosh Final Cut SIG meeting.

▪ 11/29/10

- o Equipment Specialist whose normally scheduled days off coincided with the Thanksgiving holidays took one of them today and I covered his shift.
- o Updated 5 of the checkout iMacs with available updates.
- o Repaired two microphone cables.

▪ 11/30/10

- o Replaced iLink connector on HVR-M25U tape deck #7003. Checked and verified operation.
- o Wrote description of available equipment & facilities to include on web site.
- o Updated additional checkout iMac with available updates.

▪ 12/01/10

- o Wrote first draft of 2010 Technology Report.
- o Equipment Specialist whose normally scheduled days off coincided with the Thanksgiving holidays took one of them today and I covered his shift.
- o Revised field equipment description of content needed for web site to provide more detail regarding camera equipment.

▪ 12/02/10

- o Received phone call from fire alarm monitoring company that unit was reporting a low battery. I investigated and Brian called security company.
- o Updated checkout iMac computer #197319. Now all checkout units are updated.
- o Installed Avid Media Composer 5.0.3 on edit iMac #4 in 30-day demo mode.
- o Reviewed production plans.

▪ 12/03/10

- o Reconnected fire alarm backup batteries.
- o Began labeling Micro Studio audio mixer, removed unused power supply.

▪ 12/13/10

- o Instructed interns on procedures for transferring videotapes to DVD and capturing in FCP for documentary project. Wrote instruction sheet.



- Repaired cord from Lowel kit #1166. Replaced broken receptacle shell.
- Repaired two audio cables.
- 12/15/10
 - Attended Sony/ZVS-Media presentation regarding Sony mid-line HD camcorders and systems.
 - Repaired studio microphone baby boom. Removed broken screw and replaced with fabricated thumbscrew.
 - Repaired audio cable.
 - Repaired studio lighting pin plug extension.
- 12/16/10
 - Inventoried group of surplus items to be sent to City of Austin Salvage and entered the inventory into a spreadsheet for submission with the items.
 - Repaired Lowel Omni Light-replaced missing screw. Corrected configuration of Mini Studio switcher and posted instructions with correct parameters.
- 12/21/10
 - Tested audio cable and verified proper operation.
 - Repaired Main Studio Camera 2 viewfinder. It had been unscrewed from its mounting. Replaced the fixing screw and used thread locker on the screw on all three cameras, as they were loose.
- 12/27/10
 - Examined Lowel "C" clamp. Threads are damaged.
 - Dusted control rooms. Checked configurations.
 - Repaired Lowel light stand.
 - Repaired Mathews fluid head #2242. Reassembled camera screw assembly and replaced setscrew.
 - Repaired Mathews fluid head #2397. Re-glued leveling bubble unit.
 - Helped troubleshoot misbehavior of loaner air server.
- 12/28/10 Helped replace loaner air server with original unit and helped begin formulating strategy to use lower-capacity loaner server with external storage.

TRAINING

From October 1st through the end of December the following activities occurred in the training department:



- There were 51 classes given
- 220 producers were trained
- In the month of October we offered the first Micro Studio class. Producers seemed excited about the possibility of being able to use a new studio and several signed up for the class.

Unfortunately, the class was cancelled because those same students rescheduled to a later date. In November the Micro Studio class was offered but did not reach its registrations minimum. We look forward to training a full micro studio class in early December.

- In November the training department was happy to introduce its New Digital Music Production class with trainer Aaron Jaques. There was a quick response from the community for the class and the Bastrop public access station sent staff to take the class. The curriculum was drawn up, and executed in a way that was dynamic and interesting even for those who had little or no musical inclinations. As Aaron put it..."at the end they were Jamming out to their own tunes".
- TV101 was well attended in November and people who had attended TV101 before were excited to be able to take Linda's Production Planning Part of TV101...5 extra people signed up just to take Linda's production planning class.
- In our October/November training meeting Karla encouraged trainers to produce promo spots that would promote channelAustin's training department. Daniel Veliz (channelAustin Trainer) produced two promo spots to give more light to channelAustin's training department using several different producers...the spots will start airing in December after a few final editing touches by Karla.
- In the month of December we saw training numbers decrease because of the holiday season and holiday closings at channelAustin.
- The training department continues to look into ways to better promote us as a training academy. We continue to work on promo spots to air on our channels, and are looking into giving presentations at local universities. We hope to have several presentations lined up before the beginning of March.

Karla Saldaña's ACM Board Report

On October 15 and 16 channelAustin gave me the opportunity to attend the ACM 2010 Western Regional Conference in Reno, Nevada.



Karla Saldaña's Report from the ACM Tuscon Board Meeting

On November 4, 5, and 6 channelAustin gave me the opportunity to attend the ACM National Board Meeting in Tucson Arizona.

The Buske Group presented its report on Hour of First Run Locally Produced PEG Access Programs. channelAustin appeared as 6th in the Nation...

It was brought up that it would be good to survey the PEG stations to see how many hours of training each station offers, with the purpose of getting all these numbers to the FCC when needed.

The board elected a new Executive Committee and even though I was nominated for Secretary, I declined the nomination and the Chair of the Regions brought my name forward to serve on the National Board as Chair of Chairs. So as of November I serve on the Executive Committee as Chair of Chairs.

I am also serving as a member of the EO committee, Awards Committee, and Board Development. As part of the Board Development committee it would be great to be able to bring forward more names to be part of the National Board of Directors of the ACM and diversify the board. As part of the EO committee I am helping develop the stipend that will be given to those board members that will sit in diversity seats.

Because of my recent participation as Organizer of a Track of Workshops at the National Conference in July and my recent participation in the Western Region Conference, many of the fellow board members have been looking to me to answer questions about how they can get their centers to our level. channelAustin is really setting a high standard for others to look up to.

I also recently wrote an article for the ACM's Community Media Review publication, and in that same publication Debby Rogers (ACM National Board of Director's Chair) wrote: "Moving outside of my regular management/public policy sessions, I was especially motivated by the community engagement, training and marketing/outreach track led by Karla Saldaña of channelAustin. Karla and the knowledgeable speakers she organized brought new insight into engaging our communities and I found myself excitedly texting my staff to come hear how channelAustin and others had transformed themselves with new branding and outreach methods."

Overall my experience with the ACM and ACM National Board of Directors has been positive. I feel I have grown professionally and learned more about my field of work through having the opportunity to attend these meetings and conferences.



The opening ceremony gave me the opportunity to speak about my position on the ACM National Board of Directors and my position as Training Director at channelAustin.

I was able to speak to the attendees about the importance of supporting the ACM because it helps keep stations like channelAustin open and accessible to the community and they can come and learn real world skills, produce programs, and express themselves in any way they wish. I also talked a bit about channelAustin's youth programs, and afterwards was approached by many people wanting more information about our station.

After the opening ceremony I was able to get 1-1 training with Daniel from Telvue on how to use the Shared Server Project. Using the "How do you see your community" ACM promo that Linda and I produced last year, I was trained on how to create an account, upload content and fill in all the needed metadata. Rich Desimone and Stefanie Gibbons explained the importance of the shared server to me...and Daniel from Telvue said we should look into a free upgrade for our Telvue server at channelAustin to be able to connect to the Shared Server.

I then attended a workshop on "Using Social Media to Serve the PEG Community and NonProfit Organizations". I found this workshop extremely useful. They explained the difference between Youtube, Blip and Vimeo and determined that Vimeo gives you the best video quality because it only has a 2 pass encoding system. I also found the information about using the Miro Community extremely useful...Miro is where you can compile all of your video hosting sites into one place and even generate RSS feeds.

During this Conference I was asked to Moderate and Speak in the Training & Education Track-Workshop: From Basic to Advanced: Channel Your Expertise to Provide the Best Training Possibilities. I had lead this workshop at the ACM national Conference and had found Becky Sanders from Palo Alto to speak at the National Conference about her Zoom In project at her station. The organizers of the Western Conference read our evaluations and saw that this was one of the workshops that had the most attendance and the evaluation forms spoke very highly about Becky and I, so we were asked to recreate the workshop. I spoke about our training program, how many classes we offer, how many students we train, and our youth programs, and received the same reaction I received at National: people were simply amazed at what channelAustin offers and the way we execute everything. I also brought home some ideas from Becky's Zoom In program that I hope to integrate to our Training Program very soon...this includes the idea that for an extra fee a producer could have access to a mentorship program, producer mixers, and more.

Overall I believe the Western Conference was very beneficial to me. I came home with some great ideas, and feeling proud to work at channelAustin...we really excel in what we do...